

TABLE OF CONTENT

ABSTRACT	ii
ABSTRACT	iii
DECLARATION	iv
APPROVAL OF SUPERVISOR	v
DECISION TEAM	vi
APPROVAL OF EXAMINER	vii
APPROVAL OF DEAN	viii
MOTTOES	ix
DEDICATION	x
ACKNOWLEDGEMENT	xi
TABLE OF CONTENT	xiii
CHAPTER I	1
INTRODUCTION	1
A. Research Background	1
B. Research Questions	6
C. Research Objectives	6
D. Research Scopes and limitations	7
E. Research Benefit	7
CHAPTER II	8
THEORETICAL FRAMEWORK	8
A. Conceptual Framework	8
1. Convenience	8
2. Service Quality	10
3. Consumptive Behavior	12
B. Previous Research	16
C. Research Framework	25
D. Hypothesis	26

CHAPTER III.....	27
RESEARCH METHOD	27
A. Research Timeline.....	27
B. Research Type.....	27
C. Data Sourch and Type.....	28
D. Sample and Population.....	29
E. Data Collection Technique.....	32
F. Research Scope and Limitation.....	34
G. Operational Variable Definition.....	34
H. Data Analysis Technique	37
CHAPTER IV	43
RESULT AND DISCUSSION.....	43
A. Research Overview	43
B. Characteristics of Respondent.....	45
C. Research Results	46
D. Discussion Analysis	54
CHAPTER V	56
CONCLUSION AND SUGGESTION	56
REFERENCES.....	58
APPENDIX LIST	66